

OUR COMMITMENTS

Product formulation and innovation

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Reducing sodium

Reducing sodium is complex and challenging, both technically and in terms of consumer acceptance. For many years, IFBA members have been using their R&D talents and consumer insights to reformulate their products to provide a broad range of foods containing no- or low-sodium or no salt and to raise awareness and create a demand for lower-sodium products.

IFBA members have achieved large reductions in salt over time by implementing slow and gradual reductions to help consumers adjust their taste preference and prevent them from adding salt back in at the table. Salt reductions have been achieved through recipe reformulations, the introduction of salt replacers, such as lower-sodium sea salt and salt enhancements such as aromas, herbs and spices.

We will continue reducing sodium in our products, wherever possible, with due regard to the WHO's recommendation for daily salt intake.

The following chart illustrates IFBA members' commitments and achievements to reduce sodium in their product portfolios.

IFBA Member	Commitment	Achievements
	No products shall contain a sodium content level in excess of 150mg/100g	End fiscal 2015 - The sodium level in 89% of products is below 150mg/100g.

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	<p>To maintain continuous nutritional improvement of its products. The Danone Nutritional Targets 2020 are based on product type, its place in dietary recommendations, its intended role in the diet and intended consumer.</p>	<p>End 2016 – 85% of sales volumes of the product portfolio is in line with the salt target in the Danone Nutritional Targets 2020.</p>
	<p>To improve the health and nutrition of products with the implementation of the General Mills U.S. Health Metric, introduced in 2005 and including a sodium reduction target of 5% or more.</p>	<p>Since 2005 – Sodium reduced by 5-25% in more than 420 products and a number of lower-sodium products introduced.</p>
	<p>By 2020 – products that represent 80% of sales (per region) must comply with the following levels: breads and buns ≤ 500mg/100 g; tortillas ≤ 670mg/100 g; and snacks ≤ 700mg/100 g.</p>	<p>End 2015 – 28% average reduction in sodium among leading sliced bread brands in Mexico and the USA.</p>
	<p>By 2020</p> <ul style="list-style-type: none"> • Reduce sodium in cereals on average by more than 30%; ensure that 85% of cereals have 150mg or less of sodium per 30g serving; • at least 85% of convenient nutrition snacks will have 150 or fewer mg of sodium per serving. 	<p>In 2016 – Exceeded 2020 target of 85% reduction of 150mg or less of sodium per 30g serving, achieving 88% reduction; completed 2020 target to have 75% of cracker portfolio with 230mg or less of sodium per serving. In 2015 – Achieved the 30% reduction of sodium in cereals on average by more than 30% with a total reduction of 44% since 2007</p>
	<p>By 2021 - Reduce sodium in the global portfolio by 20% (beyond the 2007-2012 reduction).</p>	<p>Reduced sodium by 25% between 2007 and 2012</p>

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	<p>Offer Balanced Meals - serving millions of Happy Meals every day, McDonald's goal is to ensure at least 50% or more of the Happy Meals listed on menus in each market meet McDonald's Global Happy Meal Nutrition Criteria.</p> <p>By 2020 – Reduce salt/sodium across the menu in the top nine markets</p> <p>By June 2018 – in the U.S.A., there will be average reductions of 17% in sodium, depending on the customer's specific meal selection.</p>	<p>End 2014 – Sodium reduced:</p> <ul style="list-style-type: none"> • in commonly used ingredients, e.g. burger buns, American cheese, ketchup helping to reduce sodium in the cheeseburger by an average of 10% and in <i>Big Mac</i> by an average of 9% in key markets; • in medium-sized French fries by approx. 58% since 2010 in France and Germany and by approx. 30% in the USA.
	<p>By 2020 – Reduce sodium by 10% across global portfolio (from a 2012 baseline).</p>	<p>End 2016 – Sodium reduced by 5% across global portfolio.</p>
	<p>By 2020 – Reduce sodium by 20%.</p>	<p>End 2016 – Reduced sodium content by 10.5% in foods and beverages, exceeding the 2016 reduction objective.</p>
	<p>By 2025 - At least 3/4 of the global foods portfolio volume will not exceed 1.3mg of sodium per calorie.</p>	<p>In 2015 – Reduced average sodium per serving in key global food brands in key countries by 12% (against a 2006 baseline) and against a 2020 target of 25% reduction.</p>
	<p>By 2020 – 75% of the Foods portfolio will meet salt levels to enable intakes of 5g per day.</p>	<p>End 2016 – 61% of the Foods portfolio was compliant with the 5g target.</p>

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